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Bologna 1988: A Silver Anniversary Fair
Americans at Bologna • The Impact of a Dreary Dollar
Picture Books in France: A New Momentum

CHILDREN'S BESTSELLER POSTER INSIDE

Publishers Weekly

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#1 Dianetics Goes Into High Gear at the Indianapolis 500

The #1 Self-help Bestseller by L. Ron Hubbard

Al Unser, Sr., last year's Indianapolis 500 winner and 4-time Indy champion, will drive the ***Dianetics*** *car in this year's race.*

DIANETICS - the first book to sponsor a car in the Indianapolis 500

Bridge Publications has once again made publishing history, with its innovative marketing techniques.

Dianetics and Penske Racing are proud to announce that L. Ron Hubbard's classic self-help bestseller is the first book to sponsor an Indianapolis 500 race car. Last year's Indy champion, Al Unser Sr., will be driving the bright yellow **Dianetics/ Penske** race car.

This means booming **Dianetics** sales for you in 1988. The Indianapolis 500 is the largest sporting event in the world, with over 400,000 in attendance and 100 million viewers and listeners internationally.

The word of mouth and demand for **Dianetics** will reach an all time high, so make sure you have plenty of stock on hand.

Ask about special Dianetics/Indianapolis500 displays and posters.

The New York Times
February 28, 1988
THE NEW YORK TIMES BOOK REVIEW
Paperback Best Seller
Advice, How-to and Miscellane
1 THE ARTHUR YOUNG TAX GUIDE 1988, edite by Peter Bernstein. (Ballantine, $ 10.95)
2 DIANETICS, by L. Ron Hubbard. (Publications, $4.95)
3 J.K. LASSER'S TOUCH INCOME TAX, edit Bernard Greisman. (Lasser Tax Institute, $ 8.9
RAND MCNALLY ROAD ATLAS (Rand
Publishers Weekly
PAPERBACK BESTSELLERS
MARCH 4, 1988
TRADE
1 Dianetics, Revised Edition. L. Ron Hubbard, Bridge Publications, $4.95. 2 77
2. The Arthur Young Tax Guide 1988. Peter W. Bernstein. Ballantine, $10.95 1 7
3. The Road Less Traveled. M. Scott Peck, M.D. Touchstone/Simon & Schuster, 95. 3 185
4. J. K. Lasser's Your Income Tax 1988. J.K. Lasser Tax Institute, $8.95 4 5
5. Calvin and Hobbes. Bill Wattterson. Andrews & McMeel, $6.95. 8

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HIGHLIGHTS

Late Bulletin: Weeks Moves to BOMC

Brigitte Weeks, editor of the *Washington Post Book World* since 1978, will be joining Book-of-the-Month Club on May 2 as editor-in-chief.

Writers File Amicus Curiae Brief

Five prominent authors file a friend-of-the-court brief in support of Viking's and Peter Matthiessen's five-year battle against two libel suits. The writers declare that the costs of litigation can result in publishers and authors avoiding works that include controversial discussion, a situation that "poses a threat to the intellectual growth of our society." *Page 12*

Stevens to Chair NBA Again

Roger L. Stevens has been appointed chairman of the National Book Awards, a position he held in the early 1970s. BOMC's Al Silverman will be vice-chairman and new board members include Ann Getty and Alberto Vitale, among others. *Page 14*

AAP Sales Report for December

Category	% change, December	% change, YTD
Adult HC	12.6	17.0
Adult PB	8.8	14.0
Juvenile HC	13.8	15.4
Juvenile PB	16.0	23.2
Univ. Press HC	- 0.9	5.4
Univ. Press PB	14.5	12.1
Bibles, etc.	53.7	21.1
Mass market	- 17.5	7.6
Book club	31.6	12.7
Mail order	- 1.4	0.7
Sci-tech	- 2.8	7.1
College texts	- 10.3	8.0
School texts	48.2	6.4

Trump Okayed to Buy MCA Stock

Donald J. Trump has clearance from the FTC to buy as much as 24.9% of MCA Inc., the parent company of the Putnam Publishing Group. MCA has modified a "poison-pill" plan as a result. *Page 14*

Can RICO Laws Apply to Books?

The Supreme Court will consider whether federal anti-racketeering laws—which allow the confiscation of equipment used for alleged criminal activity—can be applied to bookstores accused of selling allegedly obscene material. The case in point is Fort Wayne Books, which has been convicted of distributing obscene material. Booksellers and publishers fear RICO laws will be used against works protected by the First Amendment. *Page 10*

High Court Declines Blatty Suit

William Peter Blatty's appeal for a U.S. Supreme Court ruling in his suit against the *New York Times* for keeping his novel *Legion* off its 1983 bestseller lists was declined. The California Supreme Court had unanimously ruled that the author had no grounds for his suit. *Page 10*

Peachtree Editors Join Grizzard Firm

Peachtree executive editor Claude G. Perry Jr. has resigned from the firm to head Longstreet Press, backed by a group of Atlanta investors including Lewis Grizzard, a former Peachtree bestselling author. *Page 12*

Bologna Fair Celebrates Its 25th

A 10% increase in exhibiting imprints, the largest-ever U.S. collective stand, redesigned exhibits, expanded services and a silver gala are among the highlights of the 25th annual Bologna International Children's Book Fair next month. *PW*'s curtain-raiser to the fair looks at how the weakened dollar may affect the buying and selling of rights and presents an overview of children's picture books in France. *Page 21*

	Security 1=most 250=least	Stress 1=least 250=most	Job Environment 1=best 250=worst	Income 1=highest 250=lowest	Outlook 1=best 250=worst	Physical Demands 1=least 250=most	Average Work Week (in hours)
Print Editor	37	86	21	142	14	16	44.2
Copywriter	5	94	22	93	44	31	44.2
Bookbinder	151	19	50	176	173	108	44.9
Book Author	101	208	134	248	54	31	44.2
Public Relations Specialist	205	239	209	63	184	66	46.2
Wholesale Sales Rep	20	212	226	141	16	115	47.9
Librarian	14	7	46	145	95	76	42.8
Commercial Artist	134	141	91	165	111	56	44.2
#1	Hospital Admin.	Instrument Repairer	Mathematician	NBA Basketball Player	Medical Assistant	Astrologer	NBA Basketball Player
#250	Migrant Farmworker	Firefighter	Firefighter	Migrant Farmworker	Migrant Farmworker	Firefighter	Firefighter
Middle Ground	Baseball Umpire	Museum Curator	Teacher	Teacher	Photo-Journalist	Flight Attendant	Dentist

From *The Jobs Rated Almanac* (Pharos Books: May, 1988)

***An editor's job** may be one of the most desirable, according to* The Jobs Rated Almanac *by Les Krantz, from Pharos Books (May, paper $14.95). An editor scores comfortably on security, environment and stress level; publicity people face a stress level only three ranks behind air traffic controllers. Authors score low on income, and sales reps put in the longest work week of all publishing positions*

HARDCOVER BOOKS

Contemporary Signs Navratilova and Evert For Joint Project

Contemporary Books has announced the acquisition of a book to be written by tennis champions (and competitors) Martina Navratilova and Chris Evert in collaboration with Peter Knobler. Scheduled to be published in spring 1989, the title was bought for an undisclosed six-figure advance in an auction conducted by the International Management Group.

Tentatively titled **Martina and Chris**, the book will tell about the friendship that has grown between the tennis players after facing each other innumerable times in pressurized, grueling matches.

"My interest in the subject and enthusiasm for the book is the result of a fascination with these two very strong women and their unique story," noted Nancy Crossman, associate publisher of Contemporary. "Nowhere in sports history has there been a more intense, ongoing rivalry between two women. Theirs has been a remarkable relationship."

Knobler, who also collaborated with basketball star Kareem Abdul Jabbar on *Giant Steps* and with Thomas "Hollywood" Henderson on *Out of Control*, said, "It's a 15-year relationship that has grown, developed, buckled, split, healed and thrived in public."

Thomasson-Grant to Publish National Geographic Photos

Thomasson-Grant will publish **Odyssey: The Art of Photography at *National Geographic*** as a catalogue to accompany a major exhibition of the same name which will open on June 4 at the Corcoran Gallery of Art in Washington, D.C. Both book and exhibition are produced in celebration of the National Geographic Society's centennial. The book will be available nationally from the publisher in August.

The Thomasson-Grant book (cloth $65) will include all 265 of the exhibitions photographs, 145 color and 120 vintage black-and-white shots. More than half have never been published before. With an introduction by the Corcoran curator Jane Livingston, *Odyssey* represents the work of more than 150 famous and little-known photographers, and incidentally surveys the advance of photographic technology.

Sponsored by the Eastman Kodak Company and spanning the entire of life of *National Geographic* magazine, the show is the first to examine *National Geographic*'s role in the development of the photography as art form, says the publisher.

"When a museum with the prestige of the Corcoran and a curator with the reputation of Jane Livingston choose to recognize *National Geographic* magazine with an exhibition of art photography from our archives on our 100th birthday," said *National Geographic* editor Wilbur E. Garrett, "it gives us a look at our heritage from a new and exciting perspective. We like what they—and we—have seen."

The exhibition will be in Washington, D.C. from June 4 to August 28. After that, it will travel to museums in Europe, Asia and the Soviet Union. A second version will tour the United States and Canada,